

Session: Identify an Audience and a Focus




Session: 1.1

Phase: Design

GOALS

- **Identify** the target audience of your Club's CS Impact Project.
- **Identify** an issue affecting their target audience to be the focus of their CS Impact Project.

AGENDA

-  [Build Sisterhood: Spotlight - Teagan Widmer](#) (20 min)
-  [Activity: Community Affinity Mapping and Identifying a Focus](#) (60 min)
-  [Debrief & Reflect](#) (10 min)

MATERIALS & PREP

- List of [icebreakers](#) and [Women in Tech](#)
- Sticky notes (or other small pieces of paper and tape)
- One writing utensil per girl



BUILD SISTERHOOD

Spotlight – Teagan Widmer

PURPOSE

- **Highlight** women who do code in order to help girls build identity.
- **Build Sisterhood** within your Club.

YOUR ROLE

- **Introduce** this week's woman who codes.
- **Discuss** the work of Teagan Widmer and the community she impacted.

CLUB INSTRUCTIONS

1. If time permits, do and [icebreaker](#) to have informal fun with your girls before jumping into today's activities.
2. Introduce Teagan Widmer as a software engineer at Future Advisor, and advocate in the trans community.
3. Set a timer to 10 minutes, and allow girls to read about Teagan's story from [Quartz](#) or [Techies Project](#) or to explore her app, [Refuge Restrooms](#).
4. Select a volunteer to describe what Refuge Restrooms can be used for.
5. Discuss your research using these guiding questions:
 - How can the world at large benefit from people from all communities learning computer science?
 - How about each individual community?



FACILITATOR TIP

Your Club should be a safe space for your members, even those who do not adhere to a gender binary. If you're not sure how to talk about these issues, it's ok! The resources below can help you learn and teach your girls.

- [Educate and Celebrate](#) - Nationally recognized collection of resources for adults
- [Assigned Male](#) - A Comic about a trans girl.
- [Transstudent.org](#) - Definitions of terms
- [Gender Unicorn](#) - A kid-friendly infographic defining terms.



ACTIVITY

Community Mapping and Identifying a Focus

PURPOSE

- **Build Sisterhood** by getting girls thinking about the communities or organizations they belong to and listening to what their peers care about.
- **Identify a community issue and target audience** that will be the focus of your Club's CS Impact Project.

YOUR ROLE

- **Frame the activity** by sharing the purpose above in your own words and the relevant connections to industry.
- **Guide a discussion** around the meaning of "community."
- **Encourage girls** who are stuck during the brainstorming session by asking questions to help them get started.
- **Listen to group conversations** to make sure each voice is heard, and the conversation stays on topic.

CLUB INSTRUCTIONS

Part 1: Activity Frame and Industry Connection

1. Frame the activity by sharing the purpose (above).
2. Share the following Industry Highlight with your girls:



INDUSTRY HIGHLIGHT

Dot voting, which we will use in this activity, is a way that real teams work to build consensus, and you can use it with other group projects!

Can you think of any other places where you might use this process?

Part 2: What are our communities?

1. As a **Club**, discuss: What is a community? Keep asking questions until you have a definition most girls agree upon.
2. Set a timer for 2 minutes. Girls will individually brainstorm a list of all the communities they belong to, and write their ideas down.
3. As a Club, have girls share out the communities they belong to. Capture their ideas on a poster or on the board.
4. Ask: Can any communities be grouped together? Do you see any patterns?
 - a. Example: If your list contains both “volleyball team” and “soccer team,” you might combine those categories into “sports teams.”

Part 3: What do we care about?

1. Tell your girls they are going to think about the following questions:
 - What do you like most about a community you are a part of?
 - What do you like the least?
 - What kinds of problems do people in your community face?
 - What could be done to make this community better?
2. Distribute 2-3 sticky notes per girl. Give girls 3-5 minutes to think about the questions and come up with areas where they may want to focus on as they work on their project.
3. Collect all sticky notes and put them on the board.
4. Encourage girls to point out patterns and topics that can be grouped together to form a map of topics.



FACILITATOR TIP

If your girls need help brainstorming issues in the community, encourage them to look through one or more of the following websites for ideas:

- **Do Something** (<http://dosomething.org>) Explore campaigns by cause, time commitment, or project type.
- **TakingITGlobal** (<http://tigweb.org/global-issues>) Learn more about different issues related to technology, media, health, human rights, and more.
- **Youth Service America blog** (<http://ysa.org/blog>): Read stories about young people who take action to address issues in their communities.

Part 4: Building Consensus Through Dot Voting

1. Give each girl a marker or other writing utensil.
2. Tell girls that they will be voting on a focus for their CS Impact Project. While they might not get their first choice, this method of voting ensures that all voices are heard. As they vote, they should consider the following questions:
 - Which of these topics has the most impact on my community?
 - Which of these topics has the best chance of success?
 - Which of these topics will help me learn the most?
3. Give girls 5 minutes to walk around and put dots on the topics they are interested in working on as a Club.
4. After voting, take stock of which community topics were most popular and work with your Club to decide what their one focus will be.
5. After making a decision, determine who will be the audience for your CS Impact Project by considering the following:
 - a. What groups of people or communities are impacted by your topic?
 - b. Who should your project be for?
6. Your final decision will be your target audience and topic of your CS Impact Project!



Get In The *GIRLS WHO CODE LOOP*

Girls Who Code Loop is a mobile app created just for the Girls Who Code community. On the app, your girls will have access to a private loop just for sharing ideas and keeping in touch within your Club as well as public loops to interact with the entire Girls Who Code community. We encourage you to use this app as a communication tool throughout your entire Club year.

Before the end of the session, share the [Introducing Girls Who Code Loop](#) video with your Club and download the app from the App Store for iOS or Google Play for Android.

Encourage the girls to share ideas they have for their CS Impact Project throughout the week and revisit them next time your Club meets! They may even consider the Girls Who Code Loop community as an audience for their CS Impact Project.



DEBRIEF & REFLECT

PURPOSE

- **Summarize the progress** of the day.
- **Reflect** on progress.

YOUR ROLE

- **Determine** whether girls should reflect individually, in pairs, or informally as a whole Club.
- **Identify** the prompt or prompts you will focus on.
- **Listen to feedback** in order to improve for next time.

PROMPTS

- **Student Interest Survey:** To learn more about what your students are interested in, have them complete the Study Interest Survey on Canvas. You can read and reflect on their answers after your Club meeting!
- What are you excited about for this project? What are you nervous about?
- Who are the people you've met since the first day of the Club, and how might they help you throughout this project?



Looking Ahead

If you have a permanent whiteboard space for your Club, keep your notes posted, and come back to them next time.

If you don't have a dedicated whiteboard space, generate your ideas on the board during the session, and then take a picture at the end of the session. Post the picture on Canvas, where your girls can see it. Alternatively, you can designate a scribe to type up notes from the picture and send them to the rest of your Club members.